



# NEWSLETTER

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FOR IMMEDIATE RELEASE

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## **TWITTER ME THIS... WHAT IS THE FASTEST WAY TO RECEIVE ROAD CONDITION UPDATES DURING SNOW EVENTS?**

INDIANAPOLIS – The Indianapolis Department of Public Works (DPW) takes great pride in keeping the roads clear for the residents of Marion County.

During winter months, Indy Snow Force monitors weather conditions twenty-four hours a day. Hours before a winter storm hits, Indy Snow Force drivers are out on the streets salting and pre-treating the roads preparing for the inclement weather. The Indy Snow Force fleet boasts 91 vehicles – including 57 new plow trucks. With 160 drivers, Indy Snow Force can work around the clock if needed.

Many Marion County residents are left wondering: How do I know what the City is doing to clear the streets during snow storms?

The answer to this question can be found on Twitter. The social media tool allows Indy Snow Force to provide residents with up to the second street condition updates at [www.twitter.com/indysnowforce](http://www.twitter.com/indysnowforce). The @indysnowforce Twitter account is the only information that comes directly from the crews that are plowing the streets.

The process begins when the operations managers of Indy Snow Force provide the DPW communications staff with the snow removal plan. This plan includes amount of trucks, duration of shifts and a weather forecast. Once the communications staff receives this information, they are able to quickly log into Twitter and “tweet” a message to the public.

The Indianapolis Department of Public Works recommends that the best way to stay informed about Marion County road conditions is to follow Indy Snow Force on Twitter @indysnowforce or to call their “Coldline” at 317-327-8000.

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